

TOWN OF HERNDON

Enriching the Quality of Life and Promoting a Sense of Community



NEWS RELEASE

FOR IMMEDIATE RELEASE

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HERNDON RESPONDS IN POLITE, MANNERLY WAY TO “BUSINESS INSIDER” DESIGNATION AS OBSCENE CITY

Herndon, VA (November 17, 2009) – Herndon, Virginia, has been named by *Business Week* as among its 25 “Best Affordable Suburbs.” *Money Magazine* has named Herndon the 8th best place to live for the rich and single.

But – most obscene city? That’s the dubious designation given to the town (not city, there is a difference) by *Business Insider*, a comparatively obscure Web portal that ranked locations according to the number of times George Carlin’s infamous “seven dirty words” were entered into search engines.

So – are Herndon citizens living dual lives, raising their families and working hard at their careers by day and frantically entering words they didn’t learn from their mothers into search engines by night?

Not so fast, says Herndon Mayor Steve DeBenedittis. “Herndon, and in fact the entire Dulles Corridor, is fortunate to be home to leading technology companies, including internet service providers,” he explains. “Therefore, much Web traffic that goes through Herndon likely originates elsewhere in the region. Google Trends, the source of *Business Insider*’s ‘research,’ can only attribute traffic to a region. It can’t pinpoint it to an exact location – such as a 4.2 square mile town.”

Adds DeBenedittis, “That probably also explains why our upstanding neighbor to the east, Reston, is also high on this list. I’m sure Reston citizens will echo the sentiments of Herndon citizens by extending an open invitation to all to hop on the toll road and come see us – a community with a rich culture and a proud heritage, where our favorite four-letter word is ‘home.’”

The Town of Herndon was incorporated by the General Assembly of the Commonwealth of Virginia on January 14, 1879. Located in western Fairfax County, Herndon is the 3rd largest town in the Commonwealth and is home to more than 23,000 citizens. Businesses located within the Town of Herndon, which range from high tech enterprises to entrepreneurially-owned establishments, employ approximately 25,000 people. *Business Week Magazine* has named

Herndon one of the nation's "Best Affordable Suburbs," and *Money* Magazine has ranked Herndon among its "Best Places for the Rich and Single."

For more information, visit the town's Web site at www.herndon-va.gov.

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